

37. (New) The method of claim 36 wherein said additional content comprises an option for making a telephone call without requiring provision of a telephone number by a user.

38. (New) The method of claim 36 wherein said additional content comprises an option for making a telephone call without termination of a current client system to network communication session.

### **REMARKS**

This is responsive to the Office Action dated October 3, 2002 in the above-identified application. All claims stand rejected. Each of the rejections is addressed separately below.

The Examiner has rejected claims 24 and 25 under 35 U.S.C. §102(e) as anticipated by Haserodt. Applicants respectfully traverse this rejection.

Haserodt discloses a system wherein a server 104 receives a request and downloads at page 115 to the client 101 that sent the request. The downloaded page 115 is a "blank feature form" which the user of client 101 fills out and resubmits back to the server 104. (Col. 3, lines 56 - col. 4, line 5). Upon receipt of the marked up page 115, server 104 "may find that client 101 may need to be connected to" a different server. Therefore, server 104 will communicate, back to client 101, a message causing client 101 to redirect its connection to server 105, which contains the additional content specified by the client 101.

It is clear at cols. 3 and 4 of Haserodt that the specific information required by the client must be specified by the client, and that the server to which the client is targeted

simply recognizes that the requested content is stored somewhere else, and redirects the client appropriately. Thus, the client specifies what he needs, and the client then targets the server that has the desired information.

In contrast, claims 24 and 25 of the present invention now clearly specify that it is the bridge server, and not the client, that specifies the additional content to be provided. This difference is due to the drastically different applications in which the present invention and Haserodt are used. More specifically, Haserodt is used for a user to specify which particular telephony service it desires. The present invention, while having other applications, is most useful in providing advertisements and other services to users. Specific services or advertisements desired to be provided are determined not by the user, but by a bridge server, such as would be operated by a third party service provider. This additional limitation, that the marking up by the bridge server specifies the additional content to be provided, renders present claim 24 clearly patentable over Haserodt.

The Examiner has also rejected 1-4, 11, 17-19, 21 and 33-35 under 35 U.S.C. §103(a) as being unpatentable over Chiu in view of Van Hoff. Applicants have amended claim 1 to more clearly distinguish it from the cited prior art references. More specifically, claim 1 now requires that the request be targeted to the network server, and not to the bridge server. This would typically be the case in applications to which the present invention is directed – those in which it is desirable to add an advertisement or service for the requester to see. Notably, in such an application, the requester would not normally be aware if the additional content should be added.

Chiu discloses no such system. In Chiu, a request is received by a server, and the request is forwarded by the server to the actual location of the requested document. The

document is retrieved into the server and parsed to discover all imbedded addresses contained therein. The server then replaces the imbedded addresses with its own address plus the original imbedded address so that future references to the imbedded information will flow through the server. (Chiu, Abstract).

Since the targeted server sends the request to the "actual location of the requested document," the actual location can, at best, be considered the bridge server in the present application, since it is the server that contains the additional content. However, the server holding the actual requested document in Chiu simply sends that document to the targeted server, and the targeted server then changes the imbedded addresses. (Abstract). The server holding the actual document (analogous to the bridge server) does not in any way determine, based on said received request, additional content.

Claim 1 of the present invention, however, requires the step of "determining by said bridge server, based on said received request, additional content other than the requested content to be provided to the client system by the network server." The bridge server in Chiu, which is the non-targeted server, simply receives a request from the targeted server for a particular document, and supplies that particular document to the targeted server, without any determination about additional content, and without supplying any such additional content at all. Accordingly, Chiu lacks this limitation entirely.

Applicants do not agree that the Van Hoff patent provides the missing disclosure. Van Hoff does not disclose a system whereby the bridge server determines, based upon a received request, whether any additional information is required. Instead, Van Hoff clearly explains that the client computer must determine whether such additional information is required, and must specifically mark the request with "instructions to forward the document

to proxy server 119." (Van Hoff, col. 4, lines 33-37).

Thus, in the Chiu '022 prior art, it is the targeted server that performs the addition of further information by changing the imbedded addresses, and in the Van Hoff '539 patent, it is the client requesting the document that forwards instructions requesting that the information be annotated by a remotely located proxy server. In neither reference is the non-targeted server itself (i.e., the bridge server) the server which receives the request targeted to a different server, and which itself determines, based upon the received request, additional content other than the requested content to be provided to the client's system. Accordingly, applicants respectfully assert that neither reference teaches at least this limitation of claim 1, and therefore, claim 1 is patentable over the prior art of record.

Additionally, present claim 2 requires that the additional information provided by the bridge server is additional information regarding the network server. Neither reference shows this. We note that the Examiner has not cited any teaching of prior art that shows this limitation of claim 2. Accordingly, claim 2 is believed to be patentable not only via its dependency upon claim 1, but for the independent reason that no prior art reference shows that the additional information provided by the bridge server is information regarding the network server.

With respect to claims 3 and 4, these claims are patentable for at least the reasons set forth with respect to claim 1. Additionally, claim 4 requires the additional step of checking by the bridge server to determine whether additional content corresponding to the network server exists. This teaching can be found nowhere in either the Chiu or Van Hoff references because neither of those prior art references teaches a system wherein the bridge server is responsible for determining what, if any, content should be added.

Accordingly, neither reference discloses utilizing the bridge server to determine whether additional content corresponding to the network server exists. For similar reasons, claims 11, 17 and 18, all dependent upon claim 1, are believed to be allowable.

Regarding claim 19, the claim, as presently drafted, requires that the control logic in the bridge server receives the request for content which is targeted to a different network server, and that such control logic, located within the bridge server, checks to determine whether additional content is to be provided. Neither the Chiu reference nor the Van Hoff reference discloses such an arrangement.

As previously indicated, in the Chiu reference, all of the control logic that examines imbedded addresses and adds its own address to such imbedded address is in the targeted server. The additional server where the document is stored, analogous to the bridge server in the present invention, is nothing but a storage medium for supplying the document requested by the server. This additional server in Chiu does not perform any analysis to determine whether additional content is required nor does it include any logic to add such content. As noted previously, this limitation is also missing from Van Hoff because Van Hoff does not disclose that a non-targeted server is utilized to perform the logic and make a determination as to which content should be added, if any.

In short, neither the Chiu reference nor the Van Hoff reference discloses a system wherein a first server (network server) is targeted, but yet a second server determines what, if any, content should be added, and then adds that content. Chiu utilizes the targeted server to add any content, if one considers what Chiu does adding content. Van Hoff requires that the client target directly the proxy server, and thus, Van Hoff also uses the targeted server to perform the logic analysis and add the content. Therefore,

applicants believe that the rejections of claim 19 should be withdrawn.

Similarly, claim 21, which depends upon claim 19, is also believed to be allowable.

Claims 33-35 also all contain the limitation that the non-targeted bridge server receives the request and makes the determination as to whether the additional content should be added to the request, which is not targeted to the bridge server. Accordingly, for the reasons discussed with respect to the previous claims, claims 33-35 are believed allowable as presented drafted.

Claim 30 is rejected in part 6 of the Office Action as obvious over Haserodt as applied to claim 29 in further review of Rondeau. Applicants note that for the same reasons set forth with respect to claim 29, claim 30 is also believed to be patentable over Haserodt. The deficiency in Haserodt discussed above is not described in Rondeau either, and therefore, claim 30 should be allowed. The remaining claims 36-38, through their dependencies, all contain the limitation that three computers are involved, a client, a network targeted server, and a bridge server, and that the bridge server receives the request and performs the determination logic regarding additional content, even though the request is targeted to the network server.

As pointed out previously, the references relied upon for these teachings, Van Hoff and Chiu, simply do not disclose such a system. Chiu discloses that the targeted server performs the parsing and analysis of imbedded addresses, not the additional server where the additional content is stored. Similarly, Van Hoff describes an arrangement where the client simply targets the additional server. Accordingly, since neither primary reference discloses this limitation of the claims at issue, applicants respectfully submit that the rejections of the 35 U.S.C. §103 should be withdrawn.

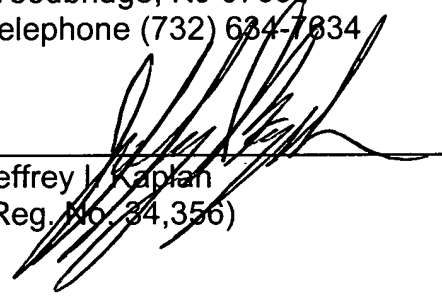
Applicants believe the application is now in condition for allowance. The Examiner is respectfully requested to telephone the undersigned in order to attempt to resolve any further issues preventing the case from being passed to allowance.

The Examiner is authorized to deduct any fees believed due from our Deposit Account No. 11-0223.

Respectfully submitted,

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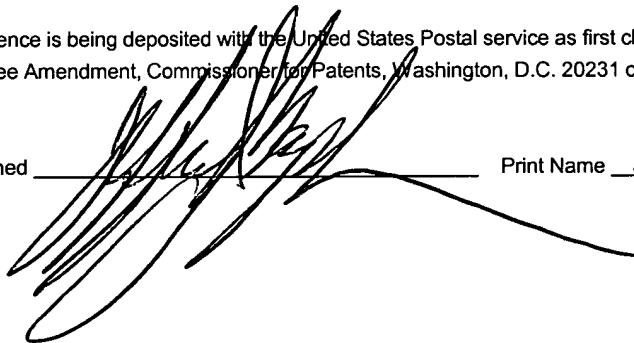
  
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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal service as first class mail, in a postage prepaid envelope, addressed to Box Non-Fee Amendment, Commissioner for Patents, Washington, D.C. 20231 on December 12, 2002. <sup>13</sup>

Dated December 13, 2002

Signed

  
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Print Name Jeffrey I. Kaplan

**MARKED UP VERSION OF CLAIMS 1-4, 6-9, 11, 13, 19, 21-25, 29, 30, 33-38**

**IN THE CLAIMS:**

1. (Five Times Amended) In a bridge server, a method comprising:  
receiving by said bridge server from a client system a request for content targeting a network server and not targeting said bridge server, and  
determining by said bridge server, based on said received request, additional content other than the requested content to be provided to the client system by the network server; and  
providing by said bridge server said determined additional content or an identifier of said additional content to said client system.
2. (Amended) The method of claim 1 wherein said providing comprises providing by said bridge server, additional information regarding said network server to said client system.
3. (Amended) The method of claim 1 wherein said providing comprises providing by said bridge server said additional content to said client system without altering the substance of the requested content to be provided by said network server.
4. (Twice Amended) The method of claim 1, wherein said determining comprises checking by said bridge server whether additional content corresponding to said network server exists.
6. (Amended) The method of claim 1, wherein said additional content comprises an option for making a telephone call.
7. (Amended) The method of claim 6, wherein said option for making a telephone call is an option allowing a user of the client computer system to make the



telephone call without having to provide the destination telephone number by the user.

8. (Amended) The method of claim 6, wherein said option for making a telephone call is an option allowing a user of the client system to make the telephone call without terminating a current network communication session of the client system.

9. (Amended) The method of claim 1, wherein the method further comprises automatically establishing and facilitating a voice call to a PSTN handset by the network server in response to a user of the client system selecting the additional content.

11. (Twice Amended) The method of claim 1, wherein the identifier of the additional content comprises a Uniform Resource Locator (URL) corresponding to the additional content.

13. (Amended) The method of claim 1, further comprising returning by the bridge server to the client system, a marked version of the received requested for re-submission by the client system.

14. (Previously Once Amended) The method of claims, further comprising receiving by the bridge server, the marked version of the request re-submitted by the client system; removing by the bridge server, the marking from the re submitted request; and forwarding the request to the network server.

15. (Previously Once Amended) The method of claim 13, wherein the marked version of the request comprises a Uniform Resource Locator (URL) corresponding to the request, appended with additional characters identifying the bridge server as the marking bridge server.

16. (Now Twice Amended) The method of claim 1, wherein said providing comprises returning by the bridge server a HyperText Markup Language (HTML) page to

the client system, wherein the HTML page includes a market version of the request for re-submission by the client system.

17. (Now Twice Amended) The method of claim 1, wherein said providing comprises returning by said bridge server a HypreText Markup Language (HTML) page to the client system, wherein the HTML page includes an identifier of the additional content for the client system to retrieve the additional content.

18. (Now Twice Amended) The method of claim 1, wherein said providing comprises returning a HypreText Markup Language (HTML) page to the client system, wherein the HTML page includes the additional content.

19. (Four Times Amended) A bridge server comprising:

control logic operative to receive a request for content from a client system targeting a network server, and to check, based on said received request, whether additional content is to be provided to the client system, in addition to the requested content to be provided to the client system by the network server; and

content-adding logic, coupled to the control logic, operative to provide the additional content or an identifier of said additional content to the client system if the additional content is to be provided.

21. (Twice Amended) The bridge server of claim 19, wherein the identifier comprises a Uniform Resource Locators (URL).

22. (Amended) The bridge server of claim 19, where the bridge server further comprises logic operative to automatically establish and facilitate a voice call to a PSTN handset in response to selection of the additional content by a user of the client system.

23. (Amended) The bridge server of claim 19, wherein the control logic is further

operative to mark up the request, return the marked up request to the client system for re-submission, and upon re-receive of the marked up request, remove the marking, then forward the request to the targeted network server.

24. (Twice Amended) In a bridge server, a method comprising:

receiving by the bridge server a request for content from a client system targeting a network server; and

marking up by the bridge server the received request and returning the marked up request to the client system for re-submission the marking up being performed in a manner that specified the additional content to be provided.

25. (Amended) The method of claim 24, wherein the method further comprises re-receiving by the bridge server the marked up request from the client system, removing the marking, and forwarding the request to the targeted network server.

29. (Thrice Amended) A client system comprising:

means for transmitting a request that targets a network server; and

means for re-transmitting the request in a marked up form, upon receiving return of the request, from a bridge server, in said marked up form marked up by said bridge server.

30. (Twice Amended) The client system of claim 29, further comprising:

means for transmitting another request for additional content, upon receipt of an identifier of the additional content from a bridge server provided in response to the first transmission of the request.

33. (New) In a bridge server, a method comprising:

receiving by said bridge server from a client system a request for content

targeting a network server, and

determining by said bridge server, in response to receiving of said request, additional content other than the requested content to be provided to the client system by the network server.

34. (New) The method of claim 33, further comprising a step of providing by said bridge server said determined additional content or an identifier of said additional content to said client system.

35. (New) The method of claim 34, further comprising a step of providing said requested content to said client system.

36. (New) The method of claim 33 wherein said additional content comprises an option for making a telephone call.

37. (New) The method of claim 36 wherein said additional content comprises an option for making a telephone call without requiring provision of a telephone number by a user.

38. (New) The method of claim 36 wherein said additional content comprises an option for making a telephone call without termination of a current client system to network communication session.